



## Clerks Services Staff Report

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Report Number: C07-2025  
Report Title: Woolwich Pride - Equity, Diversity, Inclusion and Belonging (EDIB) Grant Request  
Author: Tanya Bettridge, Council & Committee Support Specialist  
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Reviewed By: Alex Smyth, Deputy Clerk  
Final Review: Senior Management Team

### Recommendation:

That the Council of the Township of Woolwich, considering Report C07-2025 respecting Woolwich Pride - Equity, Diversity, Inclusion and Belonging (EDIB) Grant Request,

1. Approve a grant of \$2,500 in support of the annual Woolwich Pride Event and Community Mural project with the funds allocated from the Equity, Diversity, Inclusion and Belonging (EDIB) grant program;
2. Waive a noise exemption fee, if required; and
3. Waive the \$100 one-month digital advertising fee for the municipal digital sign.

### Background:

Since 2022 when Council directed staff to “connect with community groups... to make Woolwich a more equitable, inclusive place”, the EDIB grant program has been popular, with groups such as Woolwich Pride investing the grants they receive to organizing events that promote equity and inclusion. Woolwich Pride applied for E.D.I.B. grants for their first and second annual events in 2023 and 2024. Council awarded \$1,776 in 2023 and \$2,000 in 2024 to Woolwich Pride. For 2025, Council has approved a \$5,000 grants budget specifically for EDIB initiatives.

According to organizers, the Woolwich Pride Event welcomes hundreds of attendees each year and looks forward to the event growing this year.

## **Comments:**

The 2025 Woolwich Pride Event is scheduled to take place on June 14<sup>th</sup> from 1:00 to 4:00 pm at Gibson Park, Elmira. The applicant states that the event is inclusive, family-friendly, free to attend, and involves local entertainers as well as community organizations. The requested funding would be used to help with the cost of rental equipment for tables, tents, and activities, event-day supplies, insurance, and promotional efforts. In its application, Woolwich Pride reports that it has undertaken efforts to seek other funding via merchandise sales and sponsorship packages. This is a requirement for E.D.I.B. grant applications as outlined in the Township of Woolwich Grants Policy.

At previous Woolwich Pride events, the organizers had some bands play to provide music entertainment for the attendees. If the organizers wish to do that again, a noise exemption may be required. Staff recommend that the \$40 fee for a noise exemption that may be required be waived.

Woolwich Pride are also working with a local artist to create a community mural, similar to ones other community groups, such as the Hearts Open for Everyone (H.O.P.E.) Multicultural Festival, have done in recent years, and have asked for \$500 of the grant request to go toward the mural. In addition, staff recommend supporting the promotion of the Woolwich Pride event by offering the Township's municipal digital sign for a period of one month and waiving the \$100 not for profit advertising fee.

The Recreation and Community Services Municipal Supports to Community Programs and Events Policy outlines that staff are authorized to waive 75% of the rental fee for first time events run by non-profit organizations, and 50% of the rental fee the second time an event is run. The Woolwich Pride event received those discounts in their first and second year; therefore, the event would not qualify for any of that program's rental fee waivers for 2025.

## **Interdepartmental Impacts:**

None.

## **Financial Impacts:**

The proposed grant of \$2,500 would be funded through the 2025 EDIB Grants Budget. A noise exemption fee waiver of \$40.00 and digital sign fee waiver of \$100.00 would be funded through Council's Waiver budget line. If approved, there would be \$2,500 remaining in the EDIB Grants Budget and \$4,860 remaining of the \$5,000 Council's fees and Charges Waiver Budget.

It is difficult to predict what grant applications the Township will receive each year and staff note that in 2024 allocations such as the Rainbow Benches were one-time projects,

and some grants, such as Woolwich Sledge Hockey and HOPE Multicultural Festival, drew from multiple funding sources. The table below shows 2024 allocations:

**Table 1. EDIB Grants Program - 2024 Financials**

Woolwich Pride Event	\$2,000.00
Rainbow Benches	\$1,035.96
HOPE Cultural Heritage Community Potluck Event	\$980.00
Woolwich Sun Rays	\$500.00
Woolwich Sledge Hockey	\$484.00
HOPE Multicultural Festival	\$1,000.00
<b>2024 EDIB TOTAL</b>	<b>\$5,999.96</b>
2024 EDIB BUDGET	\$6,000.00
2024 EDIB BALANCE	\$0.04

### Strategic Plan Impacts:

This report supports the strategic plan values of community engagement and inclusivity, supporting a community-led event with the goal of showing love and support to the pride community living in Woolwich and fostering a sense of belonging and understanding for all residents.

- **Empower communities to be adaptable and engaged.** *The grants program strengthens and leverages volunteer resources by supporting community events and initiatives that foster and promote connection.*
- **Expand focus to include Community Events and Programs.** *The grants program supports organizations looking to create a greater sense of belonging and social cohesion among residents and showcase the municipality’s unique identity through their community initiatives and events.*

### Conclusion:

Staff recommend that Council grant \$2,500 of Woolwich Pride’s request as part of its goal to make Woolwich a more equitable, inclusive place, approve a noise exemption fee, (if required) and a waiver of one month of digital signage.

### Attachments:

1. Woolwich Pride Grant Application
2. 2025 Woolwich Pride Sponsorship Package